

The Multilingual Internet



Samiran Gupta | Head of India

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Where are we today?

JAN
2018

INTERNET USE

BASED ON ACTIVE INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES

TOTAL NUMBER
OF ACTIVE
INTERNET USERS



4.021
BILLION

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



53%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



3.722
BILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



49%

we
are
social



we
are
social

28

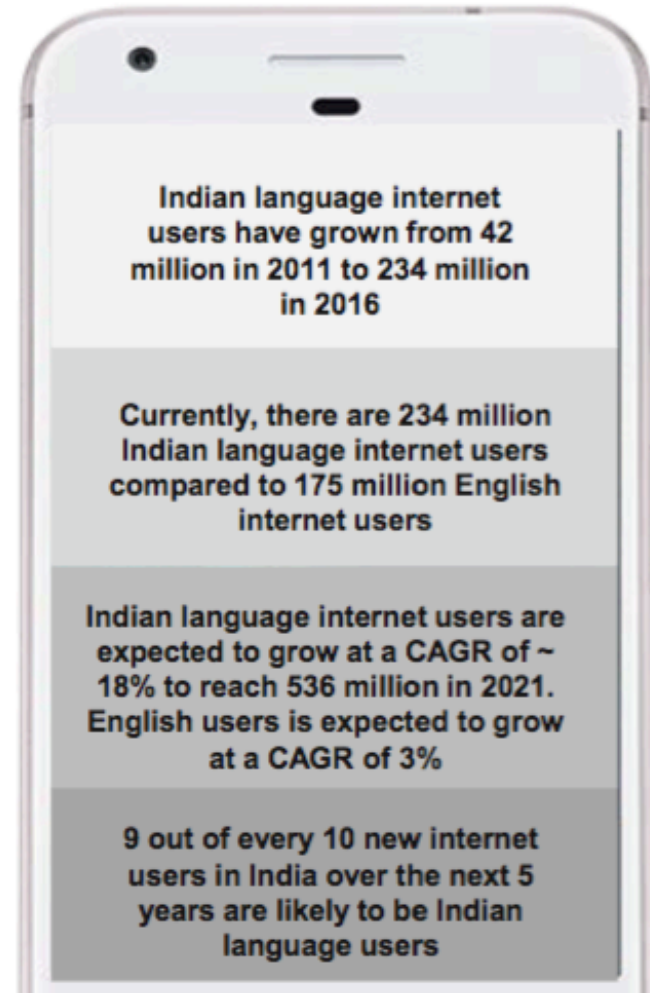
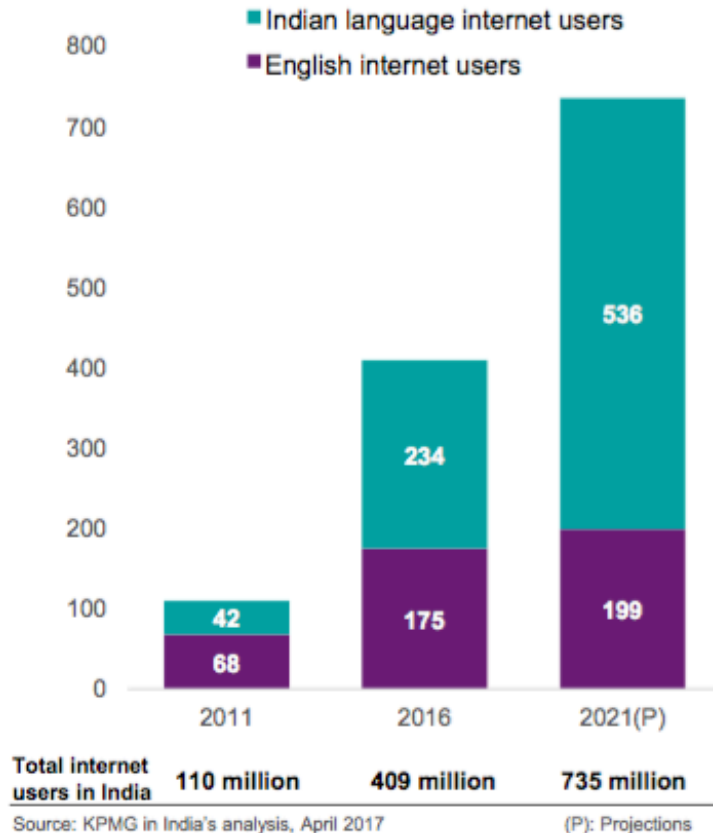
SOURCES: INTERNET WORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA. NOTES: PENETRATION FIGURES ARE FOR FULL POPULATION, REGARDLESS OF AGE.

 Hootsuite™ we are social

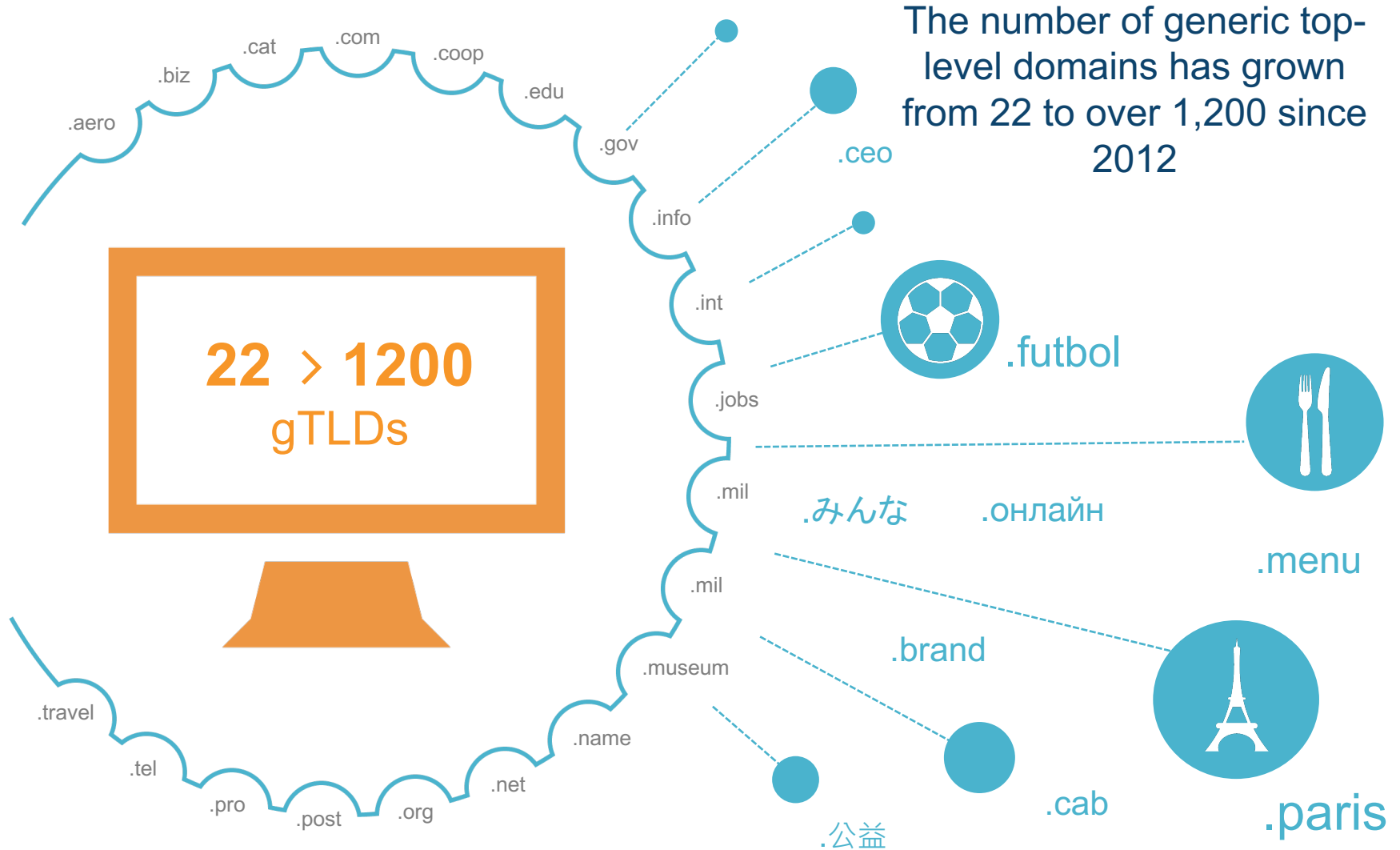
Future of Internet Usage In India

Indian language internet users are the present and the future^[4]

Internet user base in India (in million)



Expansion of gTLDs



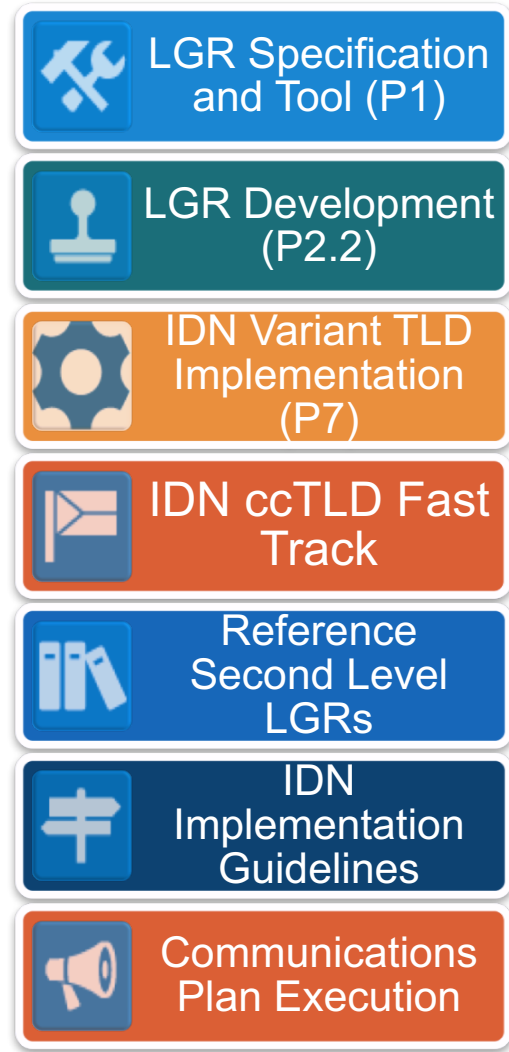
Internationalized Domain Names

The IDN Program

Internationalized Domain Names (IDNs) enable people around the world to use domain names in local languages and scripts. IDNs are formed using characters from different scripts, such as Arabic, Chinese, Cyrillic or Devanagari. These are encoded by [the Unicode standard](#) and used as allowed by relevant [IDN protocols](#).

Until late 2009, Top-Level Domains were restricted to only the Latin letters a to z without accents or symbols. After 2009, IDN TLDs were introduced in other scripts including Arabic, Chinese and Cyrillic scripts.

ICANN has instituted the IDN Program to assist in the development and promotion of a multilingual Internet using IDNs. The program is primarily focused on the planning and implementation of IDN top-level domains (TLDs), including IDN country code TLDs and generic TLDs. The IDN Program also supports projects geared towards effective use of IDNs at the second-level of the Domain Name System, as guided by the community.

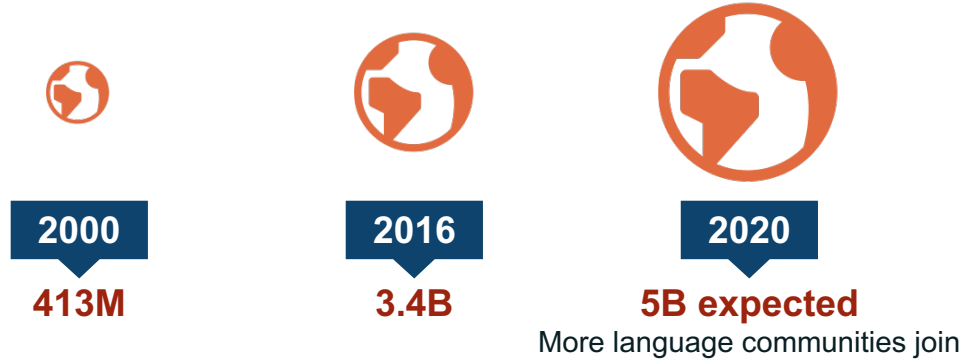


Why Internationalize Domain Names?



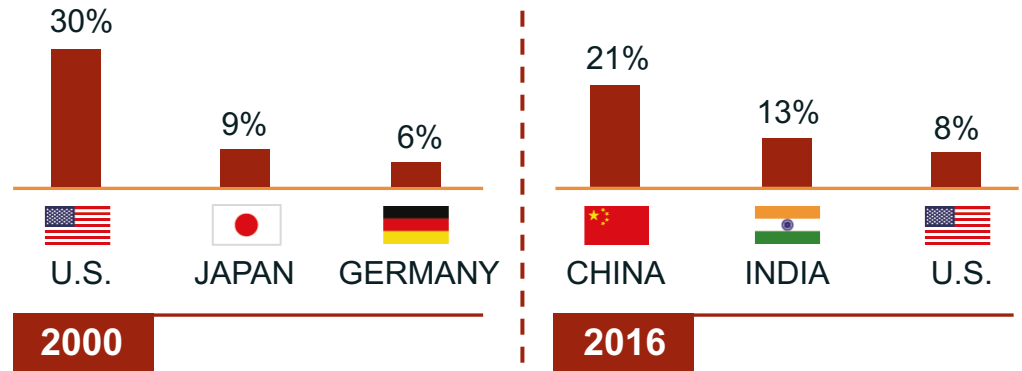
More and more people around the world, once unconnected, are online.

Number of Internet Users Worldwide*



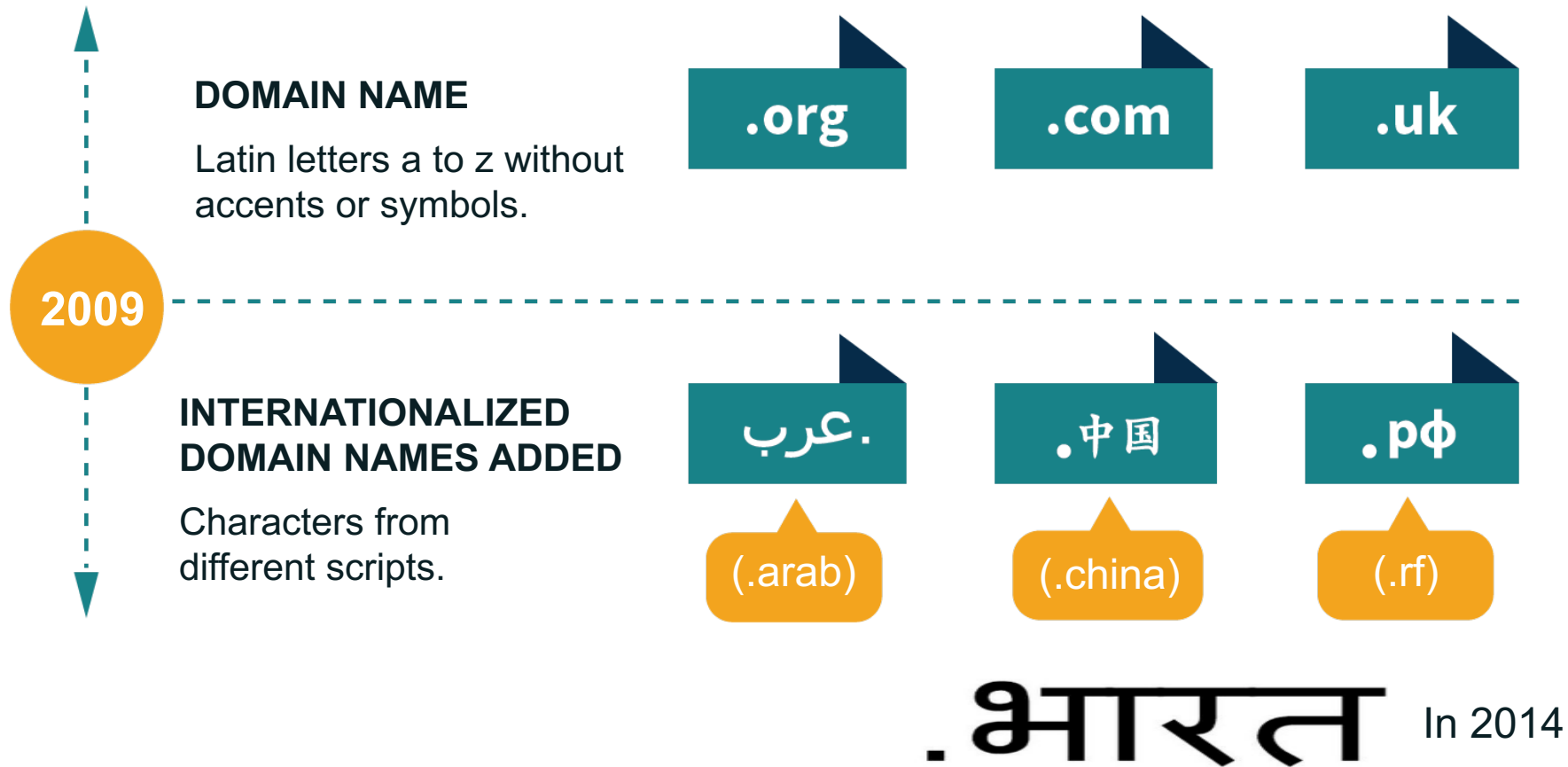
IDNs allow people around the world to access domain names in their local languages.

Top Three Countries by % of Total Global Internet Users*



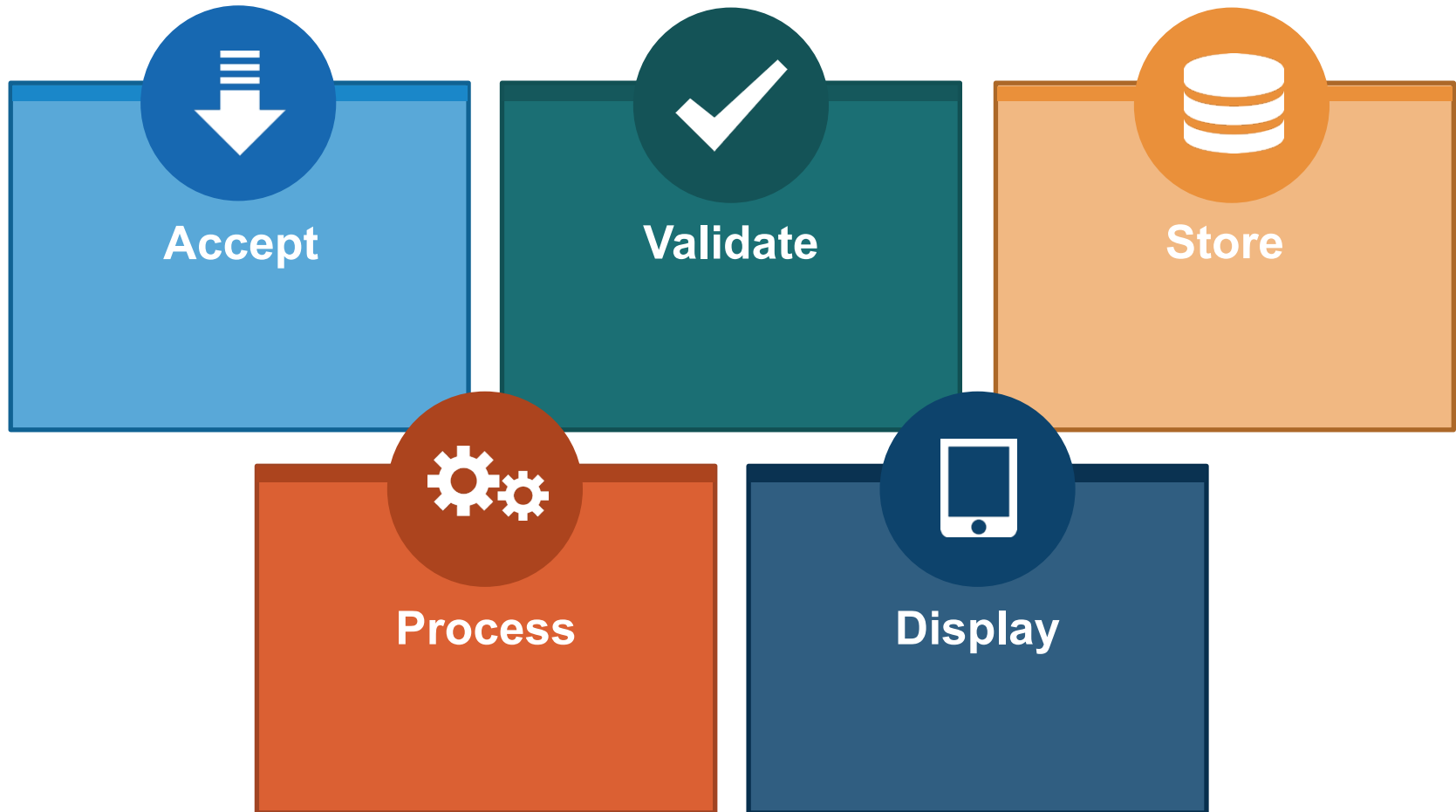
*Source: Internet Live Stats (www.InternetLiveStats.com) 2016

What has changed with Top-Level Domains?

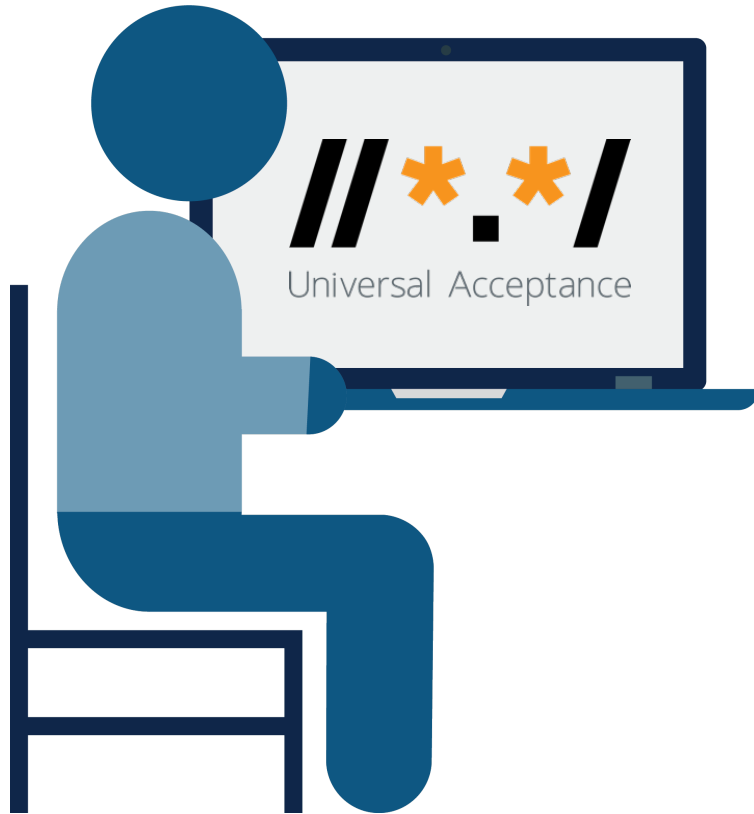


The Challenges and Opportunities of Universal Acceptance

Key Principles of UA Readiness



Get Involved



Universal Acceptance Steering Group

Helping software developers and website owners understand how to update their systems.



Learn more ▶

<http://uasg.tech>

References

- New gTLD Subsequent Procedures PDP page
- Internationalized Domain Names (IDNs)
- Label Generation Rules
- Universal Acceptance Steering Group



One World, One Internet

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